

1.913
I2 P962
Up.2

PUBLICATIONS

News Notes



By HARRY MILEHAM, Extension Specialist, Publications
Division of Extension Information

January 13, 1948

COOPERATIVE INCOME TAX BULLETIN

Again this year, northeastern farmers are getting help in making out their Federal income taxes from an interstate extension bulletin. The publication is a 16-page booklet entitled "Farmers and 1947 Income Taxes." In addition to giving farmers hints on filling out their tax forms, the bulletin contains sample filled-in blank

This bulletin was prepared by the Extension Service and the Bureau of Agricultural Economics of the U. S. Department of Agriculture in cooperation with the Extension Services of the eight Northeastern States. The Vermont edition contains a four-page insert on yellow paper explaining the new State income tax requirements. Jack Spaven, Vermont extension editor, tells us that printing was completed and shipment made to the cooperating States by mid-December.

Another recent New England cooperative Extension bulletin is "Saving Labor of Poultry Farms" by G. T. Klein, Massachusetts extension poultry husbandman. Radie Bunn, Massachusetts extension editor, tells us that "This started out as a Massachusetts publication with Connecticut offering suggestions, and then it was offered generally to the New England States. There were a number of suggestions and changes suggested by about all of the States, and these were included wherever possible to give it a New England-wide flavor." Copies were printed for five of the New England States.

--Speaking of interstate Extension bulletins, be sure to read the lead story in the January Extension Service Review on "New England States Cooperate To Improve Bulletins." In it, G. O. Oleson, Massachusetts extension information specialist, tells what the New England extension services have accomplished by cooperating in preparing and issuing bulletins. Better bulletins, bulletins on subjects not otherwise covered, and more and better illustrations are the advantages Ole emphasizes. We think you'll want to call this article to the special attention of your director, supervisors, and specialists.

VISUALIZING THAT DREAM HOME

The most appealing Extension publication we've seen in some time is Washington's Extension Circular 115, "Your Farmhouse--Make It Work." Through the cooperation of Extension Editor Cal Anderson, we're enclosing a copy for you.

This folder was issued primarily for distribution at the Western Washington Fair, where the Extension Service built and exhibited part of the house shown on page 3.

United States Department of Agriculture • Extension Service • Washington 25, D. C.

The "half-house" was built full scale and included the traffic and work areas of the home. It was visited by more than 15,000 persons. Each person was asked to register before receiving a copy of the publication. Cal reports that a check-up showed very few copies discarded about the fairgrounds. Additional distribution has been made through county extension offices, including distribution at meetings on house planning.

The folder is an excellent example of the combined use of extension media--in this case a publication and an exhibit. It enabled visitors to take something definite away with them which would help them remember outstanding points of the exhibit. The color and general attractiveness seem especially suitable for a folder distributed in the colorful surroundings of a fair with its many competing attractions. The text merely highlights a few important points in farmhouse planning. Mrs. Amy Cowing "Fleschtimates" that it is sixth-grade reading level.

A very good idea used by the Washington Extension folks in managing the exhibit was that of using men and women local leaders from 14 counties to show and demonstrate the house. The leaders worked in 2-hour shifts--three leaders to a shift.

PUBLICATIONS WORKSHOP REPORT

In handling the report of last spring's Central States Extension Publications Workshop, Lisle Longsdorf, Kansas extension editor, and Miriam Dexter, assistant editor, had enough copies duplicated so that every extension editor might have one. Lisle sent copies to all the State extension services represented at the workshop. With this issue of Publications News Notes we are enclosing a copy for extension editors in other States. In case you find yourself overlooked in this dual distribution let us know, for we still have a few copies left.

The report covers many of the high lights of the Central States Workshop and we think you'll find it in a number of practical ideas on effective development and use of extension publications, news stories, and circular letters.

"BEFORE" AND "AFTER" OF CIRCULAR

Missouri's Extension Circular 544, "Producing and Marketing Quality Eggs," is a good example of how extension editors and specialists, working together, can make a publication much more readable and interesting. A copy of the original manuscript and a copy of the finished bulletin are enclosed.

The original manuscript is estimated at high-school reading level--fairly difficult reading. The finished bulletin is an estimated seventh-grade version, or fairly easy reading, according to Mrs. Amy Cowing, who made the analyses according to the Flesch readability formula.

Mrs. Rose S. Florea, assistant extension editor at the University of Missouri, tells us: "When the manuscript came to our office for editing, I called Mr. Winner and asked him if he would mind my doing some rewriting to shorten sentences, use easy words, and add some personal references. He gave me the green light enthusiastically. . . . The authors then went over it again making a few changes. . . .

"I want to mention that when Mr. Winner brought the manuscript to our office the first time he had a complete 'skeleton' dummy made up showing the lay-out he wished used, location of the pictures, and outlines. Mr. Winner gives much thought and work to planning his circulars and practically always brings a dummy along with his new manuscripts."

Sentences in the original manuscript averaged 20 words in length. In the finished circular the sentences average 15 words. Many shorter and more familiar words were substituted for those used in the original manuscript. The writing was directed to the reader. The material on home egg coolers in the original manuscript was college-level reading; in the printed circular it is estimated at sixth-grade level.

GOOD BOOKLET ON TYPE READABILITY

Just about the most practical information we've seen on type readability is given in a small booklet published by the Mergenthaler Linotype Co. The title is "The Readability of Type." The booklet draws on the studies of Matthew Luckiesh and Frank K. Moss, well-known lighting and vision researchers, and, equally important it is based on the practical experience of printers and typographers. We think that the Mergenthaler Linotype Co., 29 Ryerson Street, Brooklyn 5, N. Y., or its agency in New York, Chicago, New Orleans, San Francisco, Los Angeles, or Boston would gladly give you a copy if you requested it.

PICTURES GET HIGH READERSHIP

Pictures attracted more readers than any other editorial material in the May issue of Successful Farming, according to a readership survey of this magazine. The survey was the third in "The Continuing Study of Farm Publications," made by the Advertising Research Foundation in cooperation with the Agricultural Publishers Association.

The survey produced some interesting information on the readership of color pictures and black-and-white pictures. Nearly all of the 20 pictures and groups of pictures of an editorial nature most read by both men and women readers were black and white. The exceptions were one group of four-color photographs on the men's list and a four-color photograph and a group of colored drawings on the women's list. It should be realized, though, that most of the pictures in the issue were black and white.

Considering both editorial and advertising content, the highest women's readership went to a four-color pictorial ad. The highest men's readership went to a black-and-white photograph and a black-and-white drawing, both of an editorial nature.

Nine four-color ads and one black-and-white ad made up the women's 10 best-read advertising items. Five advertisements on the men's best-read list of 11 were printed in color. Three were four-color ads and two were red-and-black. The issue studied contained 138 black-and-white ads, 44 ads with black and one extra color, and only 11 four-color ads.

4-H NEWS WRITING

A presentable little bulletin telling 4-H news reporters how to write their stories has been published by the West Virginia Extension Service. Through the cooperation of Leighton Watson, extension editor, we're enclosing a copy for you. It's entitled "Writing 4-H News in West Virginia."

One of the things we like especially about this bulletin is the informal "Hello" message on page 2--it is written simply, to the 4-H news reporter in terms of his interests and job. Simple language, good-sized type, and pleasing art work distinguish this publication. Realizing how young and limited in schooling many of

the 4-H reporters are, we suspect that extension editors are sometimes guilty of trying to cram an undigestible digest of a college news-writing course down their throats. Sometimes maybe it's better to encourage the 4-H'er to telephone the club news to a local rural newspaper correspondent rather than attempt to write it himself.

NEW MACHINE MAKES CUTS

A new lathe-like machine developed by the Fairchild Camera & Instrument Corp. make celluloid halftone printing plates direct from photographs by means of a heated stylus which burns depressions into the celluloid. It makes a one-column cut up to 8 inches deep in 4 minutes. Printing can be done direct from the plate, or mats may be made from it.

A photoelectric eye which scans the photograph is an integral part of the machine. The machine is to be field-tested in newspaper plants in the Northeast. The present model makes only 65-line halftones the same size as the photograph or portion of photograph being reproduced. It has been suggested that it will be useful in the office duplicating field. According to an article in the September issue of The Inland Printer, "A halftone could be made, proved on a paper litho plate, copy typed on the plate, and the job started running on a Multilith in less than an hour after the original photograph is put on the engraving machine."

COLOR CUTS ON POULTRY CULLING

Francis Robinson, editor at the University of New Hampshire, tells us that they are planning to publish a poultry-culling leaflet containing color pictures of hens to keep and hens to cull. We understand from Robbie's letter that this will be similar to the poultry-culling folders that are in use in several States, except that New Hampshires or Barred Rocks will be shown. Robbie has been checking with other New England extension editors to see if they would like to join in this deal.

PASTE UP LETTERS

In preparing copy for photoengraving or offset our art unit makes considerable use of lettering which comes already printed on thin, transparent sheets. The letters are available in a variety of types and sizes. Stars, arrows, decorative rules, symbols, crosshatching and shading are also available in the same form. The September issue of The Inland Printer carried a brief item on these materials.

WORKSHOP HELD FOR HOMEMAKING SPECIALISTS

Members of the Illinois Extension home economics staff took part in a 3-day readability workshop held last month so that they might get a better understanding of how to write for clear and easy reading.

Hadley Read, Illinois extension editor, opened the meeting and spoke on clear writing and the need for more readable extension bulletins. Miss Anna Glover, publications editor, discussed lay-out, typography, and sources of effective ideas for publications. Mrs. Amy Cowing, of the Federal office readability unit, discussed readability and worked with small groups on the writing and revising of home economics publications. Mrs. Kathryn V. Burns, State home demonstration leader, was in charge of the workshop.